



January 22, 2007

TO: Citizen's Oversight Committee

FROM: Dianne Steinhauser, Executive Director

RE: Annual Report Distribution Plan, Agenda Item 6

Dear Committee Members:

Executive Summary: Per the Measure A Sales Tax Expenditure Plan, the Citizen's Oversight Committee (COC) must publish an annual report each fiscal year. The annual report tests TAM's fiscal responsibilities and can serve as public outreach tools that describe TAM's accomplishments over the time period covered and its future activities.

Recommendation: Staff recommends the Committee review and provide feedback on the format of FY 2006 COC Annual Report, and also provide staff guidance on the most desirable printing and distribution plan.

According to the Expenditure Plan for Measure A, the Citizens' Oversight Committee (COC) must publish and make available to the public at large, an annual report each fiscal year (from July 1 to June 30) regarding TAM's activities, plans and financial position as measured against the expenditure plan. This report can serve as a public outreach tool that describes TAM's accomplishments over the time period covered and its plan for the future.

Staff launched the development process for the COC annual report in December. At this time, staff is requesting guidance from the Committee on reproduction and distribution plans as well as format of the COC report. Suggested contents for the COC reports are scheduled for your review at the March Committee meeting.

After review of annual reports prepared by other Bay Area Transportation Authorities, TAM's staff and our consultant team from CirclePoint suggest a format as follow:

11" x 17" tri-fold
Four Color, both sides
Bond card stock
Matte Finish

Staff has also recommended producing a TAM annual report postcard (5"x7"). The postcard will be similar to the one produced for the 2005 TAM annual report, announcing that the TAM and COC annual reports are both available and where to locate them (both physical and electronic copies). Staff suggests a larger print run for the postcard and a smaller print runs for the annual reports to save printing and mailing costs.

Costs to print and distribute annual report and postcard designed in the above formats are estimated in the two tables below:

	COC Annual Report	
# Of Copies	250	500
Total Printing Cost	\$750	\$1,350
Unit Printing Cost	\$3.00	\$2.70

<u>Postcard</u>	Printing Cost			Mailing Cost	
# Of Copies	500	1000	2000	500	1000
Total Cost	\$300	\$500	\$750	\$195	\$390
Unit Cost	\$0.60	\$0.50	\$0.38	\$0.39	\$0.39

Recommendation:

Staffs recommend the Committee review and provide feedback on the proposed format for the COC annual report and also provide staff guidance on the most desirable printing and distribution plan.